

As President of all the NAFTA Area Italian Chambers of Commerce and the Italy-America Chamber of Commerce of New York, I welcome and support this initiative organized by my colleagues of the Italian Chamber of Commerce of Texas. This upcoming project places the spotlight on the “Made in Italy” in a city and a state which continues to gain importance on a national and international scale. Texas is the number one state for export, demographic and economic growth in the USA and its economy ranks 13th in the world. I personally believe the future will be even brighter!

However, Texas is not yet a preferred destination for Italian investors and has not been sufficiently explored by Italian companies in their endeavor to make their products known in the United States.

I am firmly convinced that trade shows like ExhibItalia, will be an important step to change all of this. Its unique format highlights the combination of superior products as well as the beauty of the Italian lifestyle, creating an enticing image and providing business opportunities for Italian companies to enter the Texas market.

The real magic, will come from the visitors of the trade show. I am convinced that the hospitable and lively environment created by the Texan visitors will lead exhibitors to immensely appreciate this booming market as much as the visitors will celebrate high quality Italian products.

“Made in Italy” ranks in the top 5 worldwide in terms of brand recognition and is associated with creativity, quality and the exuberant Italian lifestyle. I am anticipating a successful introduction of Texas to the allure of Italian products and for Italian Companies to experience the vast world of opportunities that Texas can offer them.

See you all at ExhibItalia!



Claudio Bozzo
President